

FASHION STRATEGIES

Levels: 9-12

Units of Credit: .5

CIP Code: 20.0306

Prerequisite: None

COURSE DESCRIPTION

This course introduces students to the world of fashion. Areas to be included are: elements and principles of design, textiles, consumerism and careers, with an emphasis on personal application. (Standards 1-5 will be covered on Skill Certification Test # 355)

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD

20.0306-01 Students will explore the fundamentals of fashion.

OBJECTIVES

20.0306-0101 Define terminology.

- Common terms: fashion, fad, classic, style, design, trends, fashion cycle (introduction, rise, culmination, decline, and obsolescence), haute couture, drape, tailored, avant-garde, etc.
- Basic design details: shirts, collars, sleeves, necklines, skirts, pants, jackets, etc.

20.0306-0102 Discuss the history of fashion.

- 1890-1900 – corset, bustle, Edwardian, Gibson Girl...
- 1900-1910 (Industrial Revolution) – duster coat, s-curve silhouette...
- 1910s (WWI) – movie influence hobble skirt, bathing suit, bloomers, women's movement...
- 1920s – flapper, costume jewelry, rectangular silhouette...
- 1930s (Depression Era) – movie star influence, hand-me downs, sack clothing flared pants...
- 1940s (WWII) – military influence, padded shoulders, inverted triangle silhouette...
- 1950s – teenager, poodle skirts, jeans, hourglass silhouette...
- 1960s – mod, mini skirts, pantsuits for women, pillbox hat...
- 1970s – men's leisure suits, bold neckties, unisex, flared pants, a-line silhouette...
- 1980s – exercise wear, padded shoulders, designer jeans, inverted triangle silhouette...
- 1990s – grunge, casual wear, flared pants, A-line silhouette...

20.0306-0103 Identify and discuss **characteristics of** fashion capitals and designers.

- Paris, Milan, Tokyo, London, New York City
- Discuss past designers of influence (Chanel, Dior, etc.)
- Discuss current designers of impact.

20.0306-0104 Identify related careers (theatre costuming, museum curator, model, etc.)
National Standards 16.1.1, 16.1.2, 16.1.3

20.0306-0205 Prepare an oral or written report on a fashion capital, fashion designer, or historical era that has influenced fashion.

STANDARD**20.0306-02**

Students will recognize and use the principles and elements of fashion design.

OBJECTIVES**20.0306-0201**

Demonstrate knowledge of the elements (**tools**) of design.

National Standards 16.3.2, 11.2.1

- Line (**vertical, horizontal, curved, and diagonal visual effects**)
- Shape/form
- Color
 - **Color wheel: hue, primary, secondary, tertiary/intermediate**
 - **Value: tints, tones, shades**
 - **Intensity: brightness, dullness**
 - **Schemes: neutral, accented neutral, monochromatic, triad, analogous, complementary**
- Texture (**tactile, visual**)

20.0306-0202

Demonstrate knowledge of the principles (**rules**) of design.

National Standards 11.2.1

- Proportion/Scale
- Balance: **formal/symmetrical, informal/asymmetrical**
- Emphasis: **focal point**
- Rhythm: **gradation, opposition, radiation, repetition, transition**
- Harmony: **unity and variety**

20.0306-0203

Identify related careers (designer, illustrator, etc.).

National Standards 16.1.1, 16.1.2, 16.1.3

20.0306-0204

Create a color wheel identifying primary, secondary, and tertiary/intermediate colors and the warm and cool colors.

20.0306-0205

Create or show use of **values** (tints, tones and shades).

20.0306-0206

Create a professional fashion presentation incorporating the principles and elements of design, explain each in writing, (portfolio, color board, power point, display, etc.)

STANDARD**20.0306-03**

Students will understand the use of textiles in fashion.

OBJECTIVES**20.0306-0301**

Identify basic fibers, the characteristics, use and care of each textile.

National Standards 16.2.1, 16.2.2, 16.2.5

- Identify natural fibers: cotton, linen, silk, wool
- Identify synthetic fibers: nylon, polyester, acrylic, rayon, spandex, acetate.

20.0306-0303

Recognize various types of fabric construction.

National Standard 16.4.2

Identify basic weaves (plain, twill, satin).

Identify knits.

Identify non-woven fabrics.

20.0306-0304

Identify related careers (textile designer, textile chemist, fabric designer, etc.).

National Standards 16.1.1, 16.1.2, 16.1.3

STANDARD**20.0306-04**

Students will identify consumer strategies associated with fashion.

OBJECTIVES**20.0306-0401**

Identify consumer influences.

National Standards 16.5.1

- Cultural and economic conditions
- Media and advertising
- Technology

20.0306-0402

Identify various types of stores: chain, department, specialty, discount, Internet, manufacturer-owned, outlet, etc.

National Standards 16.5.1

20.0306-0403

Identify consumer skills and purchasing decisions.

National Standards 16.5.1

20.0306-0404

Evaluate clothing care strategies.

National Standards 2.1.4

- Labels
- Laundry techniques

20.0306-0405

Identify related careers (personal shopper, buyer, retail sales, journalist, advertising, etc.). National Standards 16.1.1, 16.1.2, 16.1.3

STANDARD**20.0306-05**

Students will evaluate personal fashion characteristics.

OBJECTIVES**20.0306-0501**

Rate aspects of personal appearance.

National Standards 2.1.4

- Personal styles (yin/yang, fashion personalities, etc.)
- Body types: Hourglass, Triangle, Inverted Triangle, Rectangle
- Grooming

20.0306-0502

Identify and analyze current wardrobe needs for a personal lifestyle

National Standards 2.1.4

- Inventory, evaluate and set a buying plan for personal wardrobe.
- Consider resources

20.0306-0503

Identify related careers (stylist, cosmetologist, etc.).

National Standards 16.1.1, 16.1.2, 16.1.3

20.0306-0204

Complete a personal wardrobe analysis.